



About Charity Charms

Since 2004 Charity Charms has been an industry leader in purpose-driven jewelry. Charity Charms are used as a vehicle for nonprofits and organizations of all types to creatively brand, fundraise, and engage their community. As one of the country's first socially conscious brands, we provide significant and visible items that are more sustainable than usual branded products. Over the years, being socially conscious has grown into an international movement founded on collaboration, giving, and awareness. We serve to empower organizations, their supporters, employees, and customers through symbolic pieces that bring their important work to life.

At Charity Charms we believe charms have the power to tell a story, connect people in a meaningful way, and build a legacy of love. Charms bring people together through a common thread building a community. This was how Charity Charms was born. Our founder, Kay McDonald's love of charms began at an early age after becoming enamored with her grandmother's charm bracelet. A charm bracelet that is adorned with treasures holding significance to her life.

Charity Charms creates completely custom programs for each organization we work with. We work closely to incorporate their logo, symbols, significant words, colors, and messaging to create items specially for their audience. Once we have created their logo charm, we continue to build relationships and provide support. This includes new concepts and ways to use their charms. Charity Charms sets organizations apart from the rest. We create tangible items people actually love and will want to wear. We believe once the event is gone, the message lives on through the charms. To date, we have helped over 500 organizations increase brand and cause awareness.

The Charity Charms business model is B2B which provides our clients with custom products that are bought at wholesale then can be sold at double or triple to make a profit or fundraise. Our clients keep 100% of the new profit when they sell items. We believe in a hand up not a hand out and are proud to have helped organizations raise millions of dollars with the custom products we have made for them.

About Kay McDonald



Kay McDonald is Founder and CEO of Charity Charms.

Kay McDonald is an accomplished CEO with over 15 years of experience in the cause jewelry industry. She currently oversees operations at Charity Charms, a B2B boutique wholesale jewelry company specializing in custom logo branded jewelry. Charity Charms creates custom programs for nonprofit organizations, charities, schools, and cause-minded businesses. Kay has a passion for creating special marketing campaigns around products that brand important causes in a memorable way, and frequently partners with organizations that emphasize philanthropy, awareness, and building a better community. Kay sees the importance of empowering women and helping them to build their careers.

Before launching Charity Charms, Kay was co-founder and owner of Regalia Accessory Collection Inc for 19 years. Regalia Accessories Inc focused primarily on retail, online, and wholesale stores in addition to

event sales. After seeing the need for charities to have more meaningful, wearable items, Kay launched Charity Charms. As the visionary behind the company, Kay oversees jewelry design and production while coordinating marketing and PR efforts. She also maintains new account development and builds strategic partnerships. Moving forward she is putting renewed effort into aligning corporations with causes through the power of charms.

Kay earned an associate of arts and sciences in Fashion Merchandising from the Fashion Institute of Technology while working in the garment district in New York City. Shortly after, she attended Arizona State University where she received a bachelor's in communications. In her spare time, she enjoys spending time with her dogs, husband Ian, traveling and discovering new jewelry trends to bring to Charity Charms' clientele.



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Products



AMANDA HOPE RAINBOW ANGELS

It begins with your signature logo charm. Then you choose your custom jewelry option(s)



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TOP 10 Ways to Use Charms

Charms can be used to Engage, Recruit, and Retain supporters.

For centuries charms have been worn worldwide as a wearable way to signify passions, interests, and inclusion. Use the Power of Charms to build your brand and unify your community in an engaging way.

Commemorate: Graduations, anniversaries, and milestones

Connect: Tell the story of your charms through social media

Congratulate: The completion of a race, a milestone, an achievement

Engage: Supporters, volunteers, and donors with a wearable “Thank You”

Identify: Members of a company, team, or group to create unity

Increase: Donations by offering a Charming Gift for an increased donation

Inspire: Actions or Behaviors (like recovery or weight loss)

Launch: A New Logo, Campaign, or Partnership

Spread: Awareness for your cause or concept through a wearable charm

Unify: Give as a gala gift to show gratitude and alignment with your cause

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